Office of Distribution
Marketing Reports Division
821 Market Street, Room 700
San Francisco 3, California

August 5, 1944
District Representatives
Can fit to Allotted Time.

erve

FOOD FIGHTS FOR FREEDOM -- AT HOME AND ABROAD
(MRD Weekly Script No. 21)

This script is now being used regularly on the following radio stations with Office of War Information Radio Bureau clearance: Z-Bar Network, Montana (KRBM, Bozeman; KGIR, Butte; KPFA, Helena); KDYL, Salt Lake City, Utah; KGA, Spokane, Washington; KXL, Portland, and KWRC, Pendleton, Oregon. (Clearance has also been granted by OWI for broadcast of weekly scripts on KFBC, Cheyenne, Wyoming; KLO, Ogden; KTAR, Phoenix, Arizona; KOH, Reno, and KENO, Las Vegas, Nevada; KWG, Stockton, KSRO, Santa Rosa, KIEM, Eureka, California; and KRLC, Lewiston, Idaho.)

ANNOUNCER: Good_____, friends. What is your country doing to manage its food supply ? What can you do to help? You'll find out if you listen each week to...

FOOD FIGHTS FOR FREEDOM---at home and abroad...a presentation of the_____Office of Distribution, War Food Administration.

Today, _____from the District Office at _____ is here at the _____ mike to give us more news and
(station)
information about wartime activities on the food front.

OD: And today I not only have news about wartime food activities, but post-war food problems besides.

ANNOUNCER: I suppose we're going to have bigger post-war cars...better post-war houses, and super-colossal post-war carrots...is that what you're going to tell us,_____?

OD: Nope....and even if I knew anything about post-war carrots, I wouldn't tell you until later, because first, I want you to hear about food depots?

ANNOUNCER: Post-war or otherwise?

OD: Otherwise,_____. Lately I've heard a good many people wondering just how the United Nations manage to feed all the people they liberate from German domination.....

ANNCR: Yes...and just the other day I heard someone in the grocery store saying..."I don't see why we have to bother with feeding all those foreigners ....seems like a waste of our good food to me. What with rationing and all" ---

OD: Well, it's easy to see that a few people might feel that way.... if they didn't fully understand the situation, and how the feeding is being handled at food depots as a part of our military campaign.

ANNCR: Say, I'm not so sure that even I know just what you mean by "food depots",_____.

OD: The way they're set up may differ according to the condition of the food supply in a given area....but in any case, when United Nations soldiers liberate a town from the Nazis, one of their first jobs is to set up food depots.

ANNCR: And then the people can come and get fed by the regular Army Mess Sergeants?

OD: No, that isn't quite the idea. In most cases, the United Nations provide the basic food necessities, such as flour and canned milk dehydrated vegetables, and staples. In this way, we are fulfilling our promise to bring medicine and food...and in exchange for that promise, the dominated nations have given us a great deal of valuable military aid.

ANNCR: I get the picture, now. Even before we occupy an area, we promise food and medicine to the people in exchange for sabotage against the Nazis.

OD: That's part of it...our promise is an inducement for people in the areas still under Axis domination to risk their lives fighting with the underground movements, and the guerrilla bands.

ANNCR: Those people must feel mighty sure of our promises to risk their lives like that...

OD: Of course they're sure...we've never failed them yet, and we won't in the future...we can't afford to.

ANNCR: No, I guess we can't, - no matter how much the food costs, ... when people are hungry, there's no telling what they'll do.

OD: Yes, the Germans are finding that out...hunger is one of the best stimulants for revolutions, dictatorships and wars...but on the other hand, when people are adequately fed, they're cooperative and they help our armies to progress more rapidly, and consequently, the progress is less costly in the long run.

ANNCR: Then these food depots are only temporary measures to help start the human machinery again....

OD: That's right....after the war, the main relief food job will consist of helping each nation to produce its own food...but until those crops can be sown and harvested, and commercial imports arranged, we'll still have to keep on with direct relief feeding.

ANNCR: Well, with more and more areas being liberated by the armies of the United Nations, it looks like we Americans are going to have to tighten our belts a little to feed everyone.

OD: Not necessarily, _____. It isn't likely that relief feeding will slice any appreciable amount from each American's food allotment. You see, the War Food Administration is buying food for relief purposes only when it is reasonably certain that the food will be moved into use.....

ANNCR: Oh,.....then the WFA isn't storing up great quantities to save for these liberated areas?

OD: No...it doesn't need to, _____. You see, this food program is one of the most efficiently integrated projects you could think of....all of which brings us to UNRRA.

ANNCR: UNRRA....I did know what those letters meant once...United.... Nations...

OD: Relief and Rehabilitation Administration...

ANNCR: Oh, yes...I have trouble keeping my alphabet straight sometimes.

OD: You're not the only one...but to go on with UNRRA,...As the armies move forward, the military food control will be relinquished....

ANNCR: You mean the food depots will pass from military control to UNRRA?

OD: That depends...if the liberated territory is an allied area with adequate finances or credit in international trade, then that country will take part...or all the responsibility for relief supplies.

ANNCR: But what happens if the country is broke...like Greece, for instance?

OD: Then UNRRA will help out...

ANNCR: Well, _____, it still sounds to me as though all this relief feeding, either through the food depots, or through UNRRA later, is going to have a powerful effect on our own food supply.

OD: Now look....over here, we're supplementing our food supply with produce from Victory Gardens and home-preserved food....As long as everyone who can cooperates, we're ahead on the food supply that much....then again, most of the foods for relief needs can be supplied out of existing stockpiles,...which are constantly replenished with no great hardship on us - .

ANNCR: That's true, and of course as you indicated, farm production in the liberated areas will begin as soon as possible.

OD: Another point I might mention...there is enough food stored now to supply each man in our armed services overseas with 3 meals a day for 9 months....for about 270 days.

ANNCR: Does the Army require that sort of an arrangement?

OD: Yes...so when the post-war period finally comes, relief feeding may be a very welcome market for all that military food reserve which we have to keep on hand till the war is won.

ANNCR: I see what you mean by an integrated system,_____. By the way, has WFA taken any recent action in the home front food picture that's of special interest to our listeners?

OD: Are you interested in fish? I have some good news for everyone who likes fish.

ANNCR: Well, who doesn't these days?....Since meat rationing, I've learned to like fish, and glad I did, too.

OD: A little brain food never hurt anyone....

ANNCR: I walked right into that one didn't I? - ...but what's the good news?

OD: Well, we civilians are going to get a little more canned fish from the 1944-45 p a ck than we did during the corresponding period in 1943-44.

ANNCR: More tuna salads, then?

OD: Tuna?....yes, there will be some...but about 43 percent of the fish supply is expected to be canned salmon...and 24 percent pilchards....

ANNCR: Pilchards...,that sounds like something that farmers plow under to fertilize their crops, or something.

OD: I'll have you know that pilchards are a very fine fish...they're canned American sardines...

ANNCR: I learn something new every day, don't I?

OD: I hope so...the rest of the fish supply consists of Maine sardines, Atlantic sea herring, mackerel, tuna, shrimp and a few other minor kinds.

ANNCR: That sounds like a good variety of canned fish...any news on fresh fish?

OD: It hasn't been allocated for the 1944-45 year, but if you want to know the figures, the <u>estimated</u> supply will be about 728 million pounds...that's a little more than last year...and the civilians will get at least 634 million pounds of that...which makes almost 5 pounds a piece for you and me.

ANNCR: That's the kind of figures I like to hear...how much for you and me...and especially me..

OD: Alright...if you want personal figures on canned fish, you're going to get about 2 and 8/10's pounds...

ANNCR: That should hold me for a while....

(GOOD BREAK FOR MUSIC INTERLUDE OF TWO MINUTES IF CUSTOMARY)

OD: Turning from allocations, to another phase of our food management program...the resale of food stocks into civilian trade channels...

ANNCR: You're talking about the food that the government returns to civilians.

OD: That's right. Recently, the War Food Administration set up a sales division to re-distribute government-owned surpluses to civilians.

ANNCR: I take it this means that WFA expects to be selling more food back into the civilian trade than it has been.

OD: I wouldn't be able to predict that...as you well realize, this is an activity which depends on the progress of the war. However, I'd like to explain the reasons for these resales...it will give you a better idea of what the program is all about.

ANNCR: Well, offhand, as I remember, these resales have been made when certain stocks weren't needed any more to meet a definite request under lend-lease or from the military....is there more to it than that?

CL: Well, yes...You're right, though...one reason for reselling government-owned food stocks back to civilian trade is because they aren't needed to meet a definite war requirement. After inventories are checked carefully against requirements of various Government war agencies, perhaps there are some relatively small lots of food which won't be needed...because of changes in war plans, locations of stocks...or a type of package unsuited to a specific need.

ANNCR: And it's easy to see how these food stockpiles can accumulate, because WFA has been buying food for about three years now, hasn't it?

OD: That's about it. Lend-lease started in March of 1941. Of course, it isn't always possible to anticipate requirements down to the exact number of cases. Obviously, these stockpiles won't serve their purpose unless there's enough, even more than enough, for anticipated needs.

ANNCR: Frankly, it seems short of a miracle, _____, that we've been able to do such a good job of timing on our food supply.

OD: It's a cinch, _____, all this hasn't happened by accident... there's been a lot of planning by everybody concerned...With our food stockpiles, WFA has followed the established trade practice of turning stocks to prevent deterioration and to keep its inventory in good condition at all time.

ANNCR: That's why then. at the end of the fiscal year, for instance, some canned items procured from last year's pack are returned to civilian trade.

OD: Exactly, these items are still good, of course. But WFA wants to be sure that its stocks of every item of food will be in good condition six or eight months later...Thus, it follows the practice of turning back the items from the previous year's pack, and replenishing its supply with the new year's pack.

ANNCR: And doesn't the War Food Administration buy some food with the idea of placing it in civilian trade later on, when normal supplies may not be available....

OD: Now you're thinking about the eggs that the government purchased th' summer under the price-support program....

ANNOUNCER: That's partly what I had in mind, yes.

OD: Well, this is another activity handled through the sales division. WFA has built up some stocks as a result of price-support operations. Support-prices, you'll remember, are guaranteed farmers by Congress at definite levels to encourage production and assure adequate food supplies. And of course, purchases are made by WFA during periodsof peak marketings....then, as production normally declines, the market can absorb these additional government-owned stocks and so they are sold to the civilian trade.

ANNOUNCER: Am I correct in assuming that none of this government held food is sold direct to the grocers.....

OD: You're right. A definite policy of resale has been established. However, there are a number of factors which determine the method of resale....the main objective of the whole program is to keep the procedure flexible. Offers of resale are made directly to the original processor or vendor, where this is practical...

(more)

OD: (Continued) and then the remaining quantity is offered to all processors of the particular commodity.

ANNOUNCER: And thus the food returns to civilian trade through our normal distribution channels.

OD: Yes...you see the WFA is anxious to get these commodities back into civilian trade with a minimum of shock to the food industry.

ANNOUNCER: Well, anyway you look at it, _____, it's a complicated job.

OD: You're right. And the particular method of resale in each instance is determined on the basis of practical considerations...for example, will it result in prompt and orderly movement of released foods into civilian trade channels?
Will it mean as little disruption as possible of established markets? Will the method protect the government's investment in the food?

ANNOUNCER: ...a very important point, indeed. By the way, how do all parties concerned find out about these resales?

OD: That, of course, is a definite WFA responsibility....every effort is made to get full information and adequate notice through public media and written notice, to all interested trade groups.

ANNOUNCER: After this detailed discussion, _____, one thing is certainly evident...The same care that has been used to obtain food supplies with the least jolt to our civilian food marketing picture, is also being exercised to return government-owned stocks to civilian markets. (more)

ANNOUNCER: (Continued) And there you have it, friends...this week's report on warfood activities from the Office of Distribution. _____ of the Office of Distribution, War Food Administration, will be back again soon (next week at this same time) to give you current news and information on.

FOOD FIGHTS FOR FREEDOM...At home and abroad. This program on America's wartime food program is presented especially for _____ farmers and consumers.

WAR FOOD ADMINISTRATION
Office of Distribution
Marketing Reports Division
821 Market Street, Room 700
San Francisco 3, California

Approx. Time 15 minutes
August 14, 1944
District Representatives
Can Fit to Allotted Time.

rve

FOOD FIGHTS FOR FREEDOM -- AT HOME AND ABROAD
(MRD Weekly Script No. 22)

Use of this weekly series has been cleared for time by the Office of War Information over the following radio stations: Z-Bar Network, Montana, KRBM, Bozeman, KGIR, Butte, KPFA, Helena, KFBC, Cheyenne, Wyoming; KLO, Ogden, and KDYL, Salt Lake City, Utah; KTAR, Phoenix, Arizona; KOH, Reno, and KENO, Las Vegas, Nevada; KWG, Stockton, KSRO, Santa Rosa, and KIEM, Eureka, California; KXL, Portland, Oregon; KIDO, Boise, and KRLC, Lewiston, Idaho; KGA, Spokane, Washington.

District Representatives are urged to time all scripts in advance. News portion of script is a good place to make additions or deletions. War Food Bulletins from this office are a good source of additional news items.

NOTE TO OD: - Page 4 - Clingstone peaches - if there is a home-grown peach situation in your district be sure and include it in the script, too.

(NOTE: All music directions are purely optional, but would add finish to the program.)

MUSIC: UP AND UNDER

ANNOUNCER: Good _____, friends. What is your country doing to manage its food supply? What can you do to help? You'll find out if you listen each week to.....FOOD FIGHTS FOR FREEDOM....at home and abroad....a presentation of the Office of Distribution, War Food Administration. Today, _____ of the (District) Office for this agency is on the other side of the microphone with me to give us more news of activities on the food front. Hey,....

MUSIC: FADE OUT

what's that you're chewing on, _____? Didn't you get enough _____?
(lunch or breakfast)

OD: Sure I got enough...after all, you paid the check --- after a brief struggle.

ANNCR: Well what's the idea of eating alfalfa in the studio, then?

OD: It's not alfalfa, if you must know...it's Vitamin A that I'm storing up for winter.

ANNCR: Umnhum...and are you going to hibernate, too?...Like the bears?

OD: We'll see about that when winter comes...but seriously, _____, this is a sprig of parsley I'm chewing, and I swiped it from the vegetable stand down the street as I was passing.

ANNCR: That's a fine thing to admit right out in front of the microphone and everyone.

OD: A man has to store up his Vitamin A - by hook or by crook....

ANNCR: And you chose the crook....alright, but just tell me how you can store up a vitamin...I thought they were pretty expendable items.

OD: That depends on the vitamin, _____. According to the U. S. Department of Agriculture, eating greens from fall gardens can do a lot to help you build up a vitamin A supply for winter health.. and it's a good thing, too....because the foods that are rich in A are not so plentiful in winter. These green vegetables contain carotene which the body changes to Vitamin A.

ANNCR: You sound like you know what goes on,_____...but I don't see how that can work.

OD: Alright, I'll tell you how it works...your liver is a storehouse..

ANNCR: Umhumn....well, let's keep my liver out of this...what about the Vitamin A?...

OD: I was getting to that...anybody's liver is the chief storehouse for Vitamin A...but the kidneys and lungs are also storage centers... As the body needs Vitamin A, the liver releases it into the blood, which carries it to other tissues.

ANNCR: That clears things up some...How much of this vitamin can a person store up for the winter?

OD: It depends on the person...and also on how much green and yellow vegetables a person eats before winter sets in...

ANNCR: I assumed that last...maybe you'd better run over the list of foods rich in carotene....I'd like to store up a little myself.

OD: I've already mentioned green and yellow vegetables...and that includes the yellow fruits, too, like apricots and peaches...and then we have lots of Vitamin A in liver, egg yolk, yellow cheese, butter, cream, whole milk, evaporated milk, and fortified oleo-margarine.

ANNCR: A very impressive list...I should find something I like in there someplace....

OD: You'd better...if you don't want to have night blindness....

ANNCR: Oh...I can see in the dark like a cat....

OD: Alright...but just stop eating foods that contain Vitamin A, and see what happens...or rather, you WON'T see what happens...not in a dim light, anyway.

ANNCR: I'll accept that warning...what else does A do for us?

OD: Children must have it to grow normally...and everyone needs it to keep their eyes, skin and mucous membranes healthy.

ANNCR: Well, I guess I'll get an A in the course...because I eat lots of yellow vegetables like corn and sweet potatoes....

OD: And don't forget carrots...or all those dark green leafy vegetables, either....

ANNCR: And I eat apricots...and every morning I eat peaches and cream.... that's where I get this lovely complection in case anyone asks you...

OD: If anyone does, I'll tell them...and I'll tell them to eat more peaches, too...especially clingstone peaches...

ANNCR: What's the matter? Are you prejudiced against the freestones?

OD: No...but right now we have an interesting situation on clingstones ...you see, they're mainly produced in 8 counties in California... that is, produced commercially.

ANNCR: So what's interesting about that?

OD: The situation is, that usually most of the crop is used commercially...for canning and things like that...because there really isn't much else you can do with a clingstone— except can it.

ANNCR: And make pickled peaches...don't forget those...

OD: I couldn't forget those....but you see, _____, here's what is happening now...The clingstone peach crop is going to be about 28 percent larger than it was last year...

ANNCR: I wouldn't call that a situation. That sounds like good news to me.

OD: Well the canners don't think they can handle that large a crop this year, on account of their limited facilities, and the labor shortage, and the short season for clings...they'd have to can them all at once practically...

ANNCR: I suppose all the good weather is helping the peaches to ripen in a hurry, too.

OD: Yes...so the housewives of the West are going to get the benefit of all these extra clings, and they're being asked to can and pickle all they can while the season lasts.

ANNCR: I imagine that most housewives will be glad to take that suggestion, _____. I know that canned peaches are a favorite with the civilians and the Armed Forces, too.

OD: And the government set-aside will take 70 percent of the entire commercial pack of canned peaches, so unless the housewives do put up as many peaches as they can, a good many civilians will be out on a limb when they ask their grocers for canned peaches this year.

ANNCR: Out on a peach limb...as it were? - That is a predicament no one would want to get into. But just a minute, there, _____. The clingstone peach crop hasn't been harvested yet, has it?

OD: Not completely, but it's underway, why?

ANNCR: Well if the whole crop isn't in yet, how do you know it's going to be 28 percent larger than it was last year? Did you go out and count all the peaches?

[illegible]

OD: Why sure I did...how else would I know?

ANNCR: No, really, _____. I'm curious. How did you get that figure.. and by figure, I mean the 28 percent, of course.

OD: It's all done on an adding machine, _____. As a matter of fact, the clingstone peach crop tonnage isn't the only thing I know... for instance, I know that the total crop production in the United States is likely to exceed last year's record by 2 or 3 percent.

ANNCR: Will that make 1944 a banner year?

OD: 1942 was the agricultural banner year, but 1944 promises to be runner-up.

ANNCR: Alright, _____. While we're talking about what you know, you might as well tell us more...

OD: I think I'll let you tell me...and just see if you've learned anything from our long association...I'll give you a sort of true-false quiz.

ANNCR: Alright.....what do you want to know?

OD: Question one....Do you think the wheat crop for 1944 will be smaller or larger than last year's?

ANNCR: Humn...the wheat crop...well, I know it's one of the most important crops to civilians, armed forces, and lend-lease...if the American farmers had anything to do with it, I'd say they produced a LARGER wheat crop this year than they did in 1943.

OD: Right...I'll give you 5 points for every correct answer...the indicated figure on the wheat crop is well over a billion bushels...the largest wheat crop America has ever produced.

ANNCR: I'm doing all right...let's have the next one..

OD: What's your guess on the fruit crop?....that includes the 8 major fruits....like peaches, pears, plums, apricots....

ANNCR: And grapes, cherries, apples and citrus fruits.....

OD: You are getting very smart...but that doesn't count on the quiz.. what's your guess..is the fruit crop larger or smaller than last year?

ANNCR: Larger.

OD: Chalk up another 5 points for you...it's expected to be 21 percent larger...Now for question 3, the truck crop....

ANNCR: Larger....chalk up another 5 points for me...that makes 15.

OD: Alright....the truck crop is expected to be about 20 percent greater than the 1943 crop....Question four....eggs.

ANNCR: Larger...that was an easy 5 points after all I've heard about our bumper egg crop...

OD: I should take off a few points for that terminology....The poultry men don't call it an egg crop....They call it egg production.

ANNCR: Alright, take off 2 and a half points...that gives me 17½ points..

OD: In 1944, egg production was at peak levels all over the country.. and it was 40 percent above the 1933-42 average...Question 5, corn, hay and potatoes. Larger or smaller?

ANNCR: Larger...let's see...17½ plus 5 makes 22½ for me.

OD: Slow down there, _____. The corn, hay and potato crops declined in July due to drought or near-drought conditions in the central and eastern sections of the U. S. So your score is still 17½ points.

ANNCR: OK....but I'll make up for it...what's next?

OD: Farm pastures....

ANNCR: Larger.

OD: SMALLER.....It was 10 points below the same date last year.... what about milk?.....Careful, now...you know that milk is now in a seasonal decline...

ANNCR: Yes...but the decline comes every year...You can't trick me out of 5 points like that, _____. I'd say that milk production was larger than last year....

OD: You can say it if you like, _____. But the War Food Administration says that milk production was about 1 percent less than it was during July last year.....and so

that's the end of your quiz for today,_____.

ANNCR: Alright, what's my grade, professor?

OD: It's still 17½ points out of a possible 35....VERY bad, _____. Where I come from you need 70% to pass, and you only made 50%...

ANNCR: Next time I'll do my homework, teacher...really I will....

OD: It might be a good idea..

ANNCR: And speaking of good ideas...it seems to me that before I got mixed up with your quiz, I was asking you just how the crop figures are compiled...and not what the figures were - remember?

OD: Oh, yes...I was getting to that.

ANNCR: If you've had enough sport with me, I think you'd better start talking.

OD: Anything you say,_____. Well, to begin with, we get the figures on crop expectancies, food shortages and food surpluses from the Market News Service.

ANNCR: That's a new one on me.

OD: But it isn't new...The Market News Service issued its first Fruit and Vegetable Market Report in March 1915.

ANNCR: You mean the service has been going on all this time?....Even during peacetime?

OD: Yes of course, during the war, Market News is needed more than ever...Price ceilings, rationing, support prices, and food set-aside orders have increased the demands on market news men to a tremendous degree.

ANNCR: Is livestock included in the Service, _____?

OD: Yes, there's a Livestock Market News Service which has been invaluable during the war...During the recent record-breaking hog movement, when many of the markets were seriously congested, the important Corn Belt marketing centers got special coverage. Detailed accounts of the hog-marketing situation were released to the public at noon every day.

ANNCR: But how does the Market News Service get the information in the first place? That's what I want to know...where does the information come from...like that report on the fruit crop, for instance?

OD: Well, the Market News Service has men in the field...and these men are always up at the crack of dawn, circulating around the wholesale markets...they get their information directly from the trade.

ANNCR: Now I'm beginning to see the light.

OD: These field men send in their findings to a Central Market News Office in their district, then the produce figures for that district are compiled and sent to Washington.

ANNCR: And you get your figures from Washington?

OD: That's about it...In Washington, the crop and livestock figures for the entire country are totaled...then BAE takes them over....

ANNCR: B..A..E...BUREAU of.....

OD: Bureau of Agricultural Economics...The Market News Service is concerned mainly with supply information right now...The BAE is able to add price figures to the report....and the economic information that balances the report....

ANNCR: So that's the way the whole thing works....

OD: That's the story, _____. You didn't think I compiled all those figures myself, did you?

ANNCR: I never know, _____. But I do know that our time is about
MUSIC: UP AND FADE
up for today, and there you have it, folks....This week's report on warfood activities from the Office of Distribution. _____ of the Office of Distribution, War Food Administration, will be back again soon (next week at this same time) to give you current news and information on....FOOD FIGHTS FOR FREEDOM...at home and abroad. This program on America's wartime food program is presented especially for _____ farmers and consumers.

WAR FOOD ADMINISTRATION
Office of Distribution
Marketing Reports Division
821 Market Street, Room 700
San Francisco 3, California

Approx. Time 15 minutes
August 21, 1944
District Representatives
Can Fit to Allotted Time.

FOOD FIGHTS FOR FREEDOM -- AT HOME AND ABROAD
(MRD Weekly Script No. 23)

Use of this weekly script series has been cleared for time by the Office of War Information over the following radio stations: Z-Bar Network, Montana, KRBM, Bozeman, KGIR, Butte, KPFA, Helena, KFBC, Cheyenne, Wyoming; KLO, Ogden, and KDYL, Salt Lake City, Utah; KTAR, Phoenix, Arizona; KOH, Reno, and KENO, Las Vegas, Nevada; KWG, Stockton, KSRO, Santa Rosa, and KIEM, Eureka, California; KXL, Portland, Oregon; KIDO, Boise, and KRLC, Lewiston, Idaho; KGA, Spokane, Washington.

District Representatives are urged to time all scripts in advance. News portion of script is a good place to make additions or deletions. War Food Bulletins from this office are a good source of additional news items.

(NOTE: All music directions are purely optional, but would add finish to the program.)

MUSIC: UP AND UNDER

ANNOUNCER: Good _____, friends. What is your country doing to manage its food supply? What can you do to help? You'll find out if you listen each week to....

FOOD FIGHTS FOR FREEDOM...at home and abroad...a presentation of the _____Office of Distribution, War Food Administration.

Today, _____, from the District Office at _____ is here at the _____ (station) mike to give us more news and information about wartime activities on the food front....and I hope you aren't going to give me any more tests like you did last week,_____.

OD: Maybe so - maybe not,_____. Today I'm going to tell you something about a very old food....it was first cultivated somewhere around Southern India..and then it spread into China around 3 thousand B. C.

ANNCR: Am I supposed to guess what this mysterious food is?

OD: If you want to.....

ANNCR: That's easy, it couldn't be anything but tea.

OD: It could be rice.

ANNCR: Oh...

OD: I take it from your tone of voice that you don't care much for rice?

ANNCR: Oh, I can take it or leave it alone...I'd just as soon give my share to somebody else who wants it.

OD: And that's just what you are doing, _____. The United States is producing record-breaking rice crops....almost 69 thousand bushels for 1944...and we're shipping a good part of it to the countries that used to depend on Burma and Thailand and Indo China for their supplies.

ANNCR: Gosh, we can't grow enough rice to feed all those people, can we?

OD: No...but our shipments tide those people over until the area around Burma can be re-opened for rice production again.

ANNCR: Just who is getting all this rice,_____?

OD: It goes to Cuba, Puerto Rico, Hawaii...we used to supply them even before the war...and around 400 million pounds of it a year is going to the United Kingdom, Russia, West Africa, and unoccupied France.. they never depended on us for their rice before.

ANNCR: I didn't realize it was such an important crop...in fact I don't even know where it's grown in the United States.

OD: Largely in 4 states, led by Louisiana..then there's Texas, Arkansas and California...they produce all our commercial rice...and you'd be surprised what a lot of food value our rice has, too,_____.

ANNCR: It has a high starch content...I know that much.

OD: Yes, rice ranks very high among the low-cost energy-supplying foods... and besides that, milled rice is completely edible and it contains calcium, phosphorus, iron and thiamine, riboflavin and niacin.

ANNCR: Very impressive.

OD: And rice has a very impressive list of uses other than as a food, too. For instance, the hulls are used as fuel by rice millers - the bran is a stock feed and the half-grain and the small finely broken pieces go into industrial uses.

ANNCR: Such as what?

OD: Brewers use it...in fact the finely broken pieces are called "Brewer's Rice"...and it's used to make rice starch, too.?

ANNCR: Oh, like the women used to wear for face powder?

OD: I wouldn't know about that, _____, but I do know there's a large demand for this rice starch for the manufacture of tracing cloth.

ANNCR: Whatever that is.

OD: It's used in designing battleships and things...to make just one battleship, it takes more than 300 thousand square feet of it....

ANNCR: That's the kind of information I like....I mean, our food has so many other uses these days...other than just food.

OD: You mean like coats made out of milk, and suitings from soybeans and peanut protein...that sort of thing?

ANNCR: Yes...that post-war stuff.

OD: Well, then you'd be interested in what goes on at the Eastern Regional Research Laboratory for the Bureau of Agricultural and Industrial Chemistry outside of Philadelphia.

ANNCR: If you say I'll be interested,_____, then I probably will... what goes on?

OD: All sorts of things...for instance, they're making rubber from Russian dandelion roots...apple sirup for table use and for keeping cigarettes moist...they make that out of culls and cores and apple parings.

ANNCR: That sounds like a busy laboratory...

OD: It is...they have found that discarded vegetable leaves are rich in carotene and riboflavin and contain from 22 to 33 percent of high quality protein...

ANNCR: So what are they going to use the leaves for? Automobile paint, I'll bet.

OD: Nope...animal feed to relieve the shortage of protein feeds...they use the leaves of broccoli, beets, carrots and rutabagas.

ANNCR: Before you know it, there won't be a thing wasted in this country...

OD: Let's hope so,_____. At the laboratory, they seem to be working on that problem pretty hard....

ANNCR: Well go on,_____. What else are they experimenting with?

OD: They're making wool from milk...These men have improved the milk-casein fibers, and are making wool-like fabrics and brush bristles... and in the medical line, there's a man at this laboratory by the name of James F. Couch, who has extracted a glucoside called rutin from flue-cured tobacco.

ANNCR: What's that good for?

OD: Well, it's kind of complicated...but if rutin is used regularly, it helps keep people who suffer from high blood pressure from getting apoplexy.

ANNCR: That sounds like an important discovery...and it comes from tobacco, humnn?

OD: Yes..and another important discovery is that rubber from dandelions I mentioned before..

ANNCR: How on earth do they do that? I thought dandelions were good only for annoying me and my garden..

OD: Not on your life...The Russians have been experimenting with rubber from dandelions, too. But our laboratory has a different method and a better one. And eventually, the dandelions may yield 300 to 400 pounds of rubber per acre, plus 45 gallons of alcohol.

ANNCR: This post-war world of ours is really going to be something..

OD: It certainly is going to have lots of possibilities,_____. I get excited whenever I read about all the wonderful things that are going to be available.

ANNCR: So do I....if I knew anything about chemistry I'd go help in one of those labs....especially with that synthetic rubber...We sure need rubber.

OD: Yes, the Japs really caused a crisis with our rubber supply...and our sugar supply, too.

ANNCR: Our best sugar source was Manila, wasn't it?

OD: It was one of them,_____. About 15 percent of our sugar came from the Philippines....the rest was supplied by Hawaii, Puerto Rico and Cuba.

ANNCR: These last 3 can still ship sugar to the United States, can't they?

OD: Yes...more than 70 percent arrives from off-shore producing areas.. and of course, we get some from sugar beets grown in America, and some from sugarcane grown in Louisiana and Florida.

ANNCR: Didn't I read some place that sugarbeet production has declined since the war?

OD: Yes, it did,_____so since 1942, we've had to lean pretty heavily on Cuba, and fortunately Cuba has been able to expand her production tremendously.

ANNCR: But even so, sugar still has to be rationed.

OD: Yes...our government has bought almost the whole Cuban sugar crop for the last three years, but a big portion of that doesn't arrive as sugar.

ANNCR: You mean they send it as sugar cane?

OD: No...it comes as invert molasses for the industrial alcohol program... and here comes synthetic rubber again.

ANNCR: That's right...they need lots of alcohol for that, don't they?

OD: Yes...and if we didn't have to divert so much Cuban sugarcane to alcohol, there would probably be more sugar for civilians.

ANNCR: Well, we civilians are getting by...I guess we can step aside for the synthetic rubber program...and all the other things that alcohol has to be used for.

OD: You know,_____, it's fun to see what food is used for now, then look back at the old records and see what food and agricultural products were used for in ancient times....

ANNCR: Yes...it certainly shows how far we've come..

OD: For instance, I was looking at an old book I have that was published in England in 1822, and it says that the flour made from beans was used as a cosmetic by the Roman ladies...they thought it took away wrinkles..

ANNCR: And now we use beans for making auto paint instead of war paint...

OD: Thats soybeans. I came across something on cabbage that was interesting, too...it seems that a physician left a covered dish of cabbage on his table while he went to visit a patient. And when he came back he noticed the moisture on the cabbage...

ANNCR: But that can happen anytime...even in 1944.

OD: Yes, but no one had ever noticed it before...so this man worked on the extraction of humidity, and finally came up with the distillation process...

ANNCR: He discovered a whole process just on account of a dish of cabbage?

OD: That's right...but, what's so funny about that? Newton learned about gravity from watching an apple fall, or so the story goes..

ANNCR: Maybe I'd better pay more attention to the food on my plate...I think I'll start looking at it instead of eating it so fast...maybe I'll become rich and famous.

OD: Maybe so,_____. And you can begin tomorrow morning by staring at your eggs while they get too cold to eat.

ANNCR: I suppose that means you're going to talk about eggs...Well, alright I'll listen, you haven't mentioned them for several weeks now.

OD: Thanks,_____. As you know, for the past 3 years egg and poultry production has reached record-breaking proportions.

ANNCR: Yes, everyone knows that, by now.

OD: Well, now the industry has been requested by WFA to hold future production down to actual requirements.

ANNCR: Why? I thought the eggs were needed by our allies and the military services even if we couldn't use them all on the home front.

OD: Yes, that's true. But our egg production for the first HALF of 1944 was almost equal to an entire year's production for the pre-war years.

ANNCR: That's going some.

OD: The nation absorbed 59½ billion eggs last year, but over 61 billion in the first half of 1944 has proved to be too many.

ANNCR: I still say, what about military needs and lend-lease?

OD: I'm getting to that. Requirements for both eggs and poultry will be about the same this year as they were last...and as far as direct war needs go, the biggest demand for poultry products will be eggs again.

ANNCR: Alright...can't the war needs absorb our surplus?

OD: Maybe...most of these eggs will be supplied in dried form for military use, and will continue to play as vastly important a role in the coming months as they have in previous war years...BUT, this is the most uncertain of egg requirements..

ANNCR: How do you mean that?

OD: I mean that the situation may change materially - and is changing every day, as a matter of fact - and if the war in Europe should end sooner than it's expected to, that will change things even more.

ANNCR: Go on...

OD: Well, military, lend-lease and civilian needs for the next 12 months add up to an estimated total of 4.9 billion dozen eggs...and here's a word of warning to egg producers.

ANNCR: Gosh, don't scare me that way...I've got 4 hens myself, you know...

OD: You can rest easily,_____. This is for real poultry men who are warned not to count on the extensive use of eggs to supply the people in liberated countries.

ANNCR: But why is that?

OD: At present, there just isn't any indication that such demands for eggs will make much increase necessary in egg and poultry production in this country.

ANNCR: Then the poultry men should be conservative this year, humn?

OD: Yes, and reports show that they are..the number of chicks produced by commercial hatcheries during June were the lightest in 5 years.

ANNCR: Whew...that sounds like a big drop..

OD: It's a 65 percent drop from last year....However, the poultry men have taken a new interest in commercial broiler production because of comparitively lighter supplies of poultry forecast for the last half of 1944.

ANNCR: Then I take it from all you've said that the War Food Administration still has some of those eggs they bought during the first half of the year.

OD: Oh, yes...they bought them to support producer prices. But the WFA has given its assurance that these shell eggs won't be dumped on the market.

ANNCR: Does that mean that egg prices won't be disturbed?

OD: They'll flow along just about like they are now with very little fluctuation...Many of these WFA eggs have already been disposed of.

ANNCR: Where?

OD: Oh, some of them went to the school lunch program, some to institutional users, but the majority went to driers and freezers.

ANNCR: That's for the backlog, isn't it?

OD: Yes...at least the frozen eggs will be held as a backlog for disposal later in the season, and if they're not needed for domestic use, they will be dried and exported.

ANNCR: So that covers the whole story on eggs...seems like the situation is very well under control...

OD: It is,_____.

ANNCR: STOCK ENDING....

WAR FOOD ADMINISTRATION
Office of Distribution
Marketing Reports Division
821 Market Street, Room 700
San Francisco 3, California

Approx. Time 15 minutes
August 28, 1944
District Representatives
Can Fit to Allotted Time

FOOD FIGHTS FOR FREEDOM -- AT HOME AND ABROAD
(MRD Weekly Script No. 24)

Use of this weekly series has been cleared for time by the Office of War Information over the following radio stations: Z-Bar Network, Montana, KRBM, Bozeman, KGIR, Butte, KPFA, Helena, KFBC, Cheyenne, Wyoming; KLO, Ogden, and KDYL, Salt Lake City, Utah; KTAR, Phoenix, Arizona; KOH, Reno, and KENO, Las Vegas, Nevada; KWG, Stockton, KSRO, Santa Rosa, and KIEM, Eureka, California; KXL, Portland, Oregon; KIDO, Boise, and KRLC, Lewiston, Idaho; KGA, Spokane, Washington.

District Representatives are urged to time all scripts in advance. News portion of script is a good place to make additions or deletions. War Food Bulletins from this office are a good source of additional news items.

Subjects: Dairy and Poultry Situation
Beef Situation

(NOTE: All music directions are purely optional, but would add finish to the program.)

MUSIC: UP AND UNDER

ANNOUNCER: Good _____, friends. What is your country doing to manage its food supply? What can you do to help? You'll find out if you listen each week to....

FOOD FIGHTS FOR FREEDOM...at home and abroad....a presentation of the _____ Office of Distribution, War Food Administration

Today, _____ from the District Office at _____ is here at the _____ (station) mike to give us more news and information about wartime activities on the food front. What are you going to talk about today, _____?

OD: I'm going to count some chickens before they're hatched, _____

ANNCR: Where I come from everybody always said that wasn't the best policy.

OD: Times have changed, son....as a matter of fact, the War Food Administration makes it a special point to count all the chickens in America before they're hatched.

ANNCR: That sounds like complicated mathematics to me...well, go on... tell us about it.

OD: All right....as a matter of fact, I'm going to tell you about the whole dairy and poultry picture...not only chickens...

ANNCR: Going to be a butter-and-egg man today, hummm?

OD: I'll try...but to begin with, _____ this war is far from being over, and the effects of the war are going to be felt by the farmers who produce chickens and eggs and milk for months and even years...after the armistice is signed.

ANNCR: So I suppose the farmers would like very much to know just what's going to happen to their dairy and poultry business when the war demand for these products begins to slacken.

OD: Yes, they would, but before I go into this post-war business too far, maybe I should go back a ways. You see, _____, when the government asked for increased food production, it soon became apparent that the pig and the hen, with their greater facility for multiplying their kind, would soon outrun the dairy cow in the race for greater production.

ANNCR: Now that's something to consider when you're planning for war feeding...

OD: Sure....as a matter of fact, the total production of all agricultural products for sale increased at a rate twice as great as the increase in milk production.

ANNCR: But I thought milk production had gone booming up since the war began.

OD: It has, _____. Total milk production in America has increased about 12 percent during the 5 year period from 1938 to 1943....but the egg increase was 40 percent, and there was a 50 percent increase in the number of hogs raised.

AMNCR: I take it from that, that when it comes to volume of production, dairying is a slow-mover compared to other types of agriculture.

OD: A very canny deduction, _____. Volume of production is one thing, but type of production is another....

AMNCR: How do you mean that?

OD: Well, for instance take the dairy business.....the farmers have shifted from the delivery of farm-separated cream to the delivery of whole milk....

AMNCR: You mean more of the farmers sell their milk right from the cow, now?

OD: Yes, instead of separating the cream from the milk for sale as butterfat, and feeding the skim milk to hogs or chickens on the farm.

AMNCR: But why is that?.....I mean, does the government encourage that sort of selling?

OD: Of course...because it was already a recognized fact that milk production couldn't be increased rapidly....and after all, there was a large supply of potential food in the skim milk which was being kept on the farms. Of course, the farmers had one incentive for selling whole milk, and that was the price....it was good.

AMNCR: Nothing like money, is there?

OD: There were other incentives, too - the facilities for processing skim milk products were expanded....that made it possible for processors to handle more skim milk...and then there are the rates adopted for dairy production payments to farmers.

ANNCR: So it all adds up to an increase in milk production, hummm?

OD: Yes...and an increase in the utilization of skim milk, too.... As a matter of fact, _____, in 1934, the percentage of whole milk sold was 44 percent, and the percentage of farm-separated cream was 44 percent....

ANNCR: Half and half in '34, then...

OD: Yes....and by 1943, the percentage of whole milk sold had risen to 62 percent, and farm-separated cream had gone down to 32 percent...

ANNCR: That really is a shift...but _____, when the war ends, won't all these wartime incentives cause a major problem of reconversion for the dairy farmer?

OD: Not only for the farmer, but for the whole dairy manufacturing industry. The same shifts have taken place there, of course... The production of whole milk products has increased, and butter production has decreased. Last year, American cheese production was up 42 percent....

ANNCR: Compared with what year?

OD: 1939....Other whole milk cheese was up 34 per cent, and evaporated milk production was up 41 percent.

ANNCR: And these items on which production has increased so much.... has most of that gone to war services?

OD: Yes.....during the next 12 months, about half of the total production of American cheese and evaporated milk will go to the war services...and one fifth of the total butter production.

ANNCR: Well, all I can say is, the dairy and poultry business sounds mighty complicated to me....

OD: Yes, it's been a problem, getting increased production of certain dairy products which are important to the war effort, when it meant curtailing the production, or use of others.

ANNCR: You mean, more cheese and less ice cream....

OD: Yes...or more butter and less chocolate milk.

ANNCR: I'm glad I'm not a butter and egg man...too many problems to suit me.

OD: Oh, now, it's not as involved as all that, _____. You see, from the very beginning, the War Food Administration has had 3 main objectives when it came to the dairy program.

ANNCR: One...?

OD: First, to assure an adequate supply of dairy products for our armed forces and civilians, and to meet the requirements of our allies as fully as possible.

ANNCR: That's logical...what comes next?

OD: Second, to maintain a reasonable balance of production among the various dairy manufacturing groups....For example, there isn't

(CONTINUED)

OD: (CONT.) enough milk to meet all the demand for dairy products. So after the necessary amounts for producing the war-essential products were obtained, the remaining supply was divided equitably among those groups manufacturing such items as ice cream, cottage cheese, cream cheeses, and so on. Then a third objective in our wartime dairy program has been not to disrupt industry operations any more than is absolutely necessary,

ANNCR: I notice you say that often, _____.....that the WFA does thus and so in an effort not to disrupt a certain industry as little as possible.

OD: Of course....the War Food Administration follows that policy whenever it's possible...and the reason applies to any food industry.....not only the chicken and egg business and the dairy industry.

ANNCR: I think I know the reason by now, _____.

OD: All right, what?

ANNCR: The WFA wants every food industry to be able to return to peacetime conditions as easily as possible when the war is over...

OD: That's right, _____....and they want the food industries to be in the best possible condition...when they return to peacetime conditions.

ANNCR: You see, I'm not so dumb...I learn lots of things from these programs....

OD: Well, good, _____.....how would you like to learn something about beefing?

ANNCR: You couldn't teach me anything about beefing, _____..... that's my hobby.

OD: I don't doubt that....

ANNCR: Sure...could I eat beef 3 times a day...ha, ha....you didn't think I was going to fall for that pun, did you?

OD: I can never tell what you're going to fall for...OK, I'm going to talk about beef....the kind we eat.

ANNCR: You mean, the beef we eat when we can get it. Go right ahead.... I'm listening.

OD: Well, you've heard, of course, that we civilians are going to be getting more and more of the lower grades of beef....

ANNCR: Yes, I've heard all about that...Utility beef, they call it, don't they?

OD: Umhummm....and it's ration-free, now...but let's talk about the whole beef business....

ANNCR: All right...then we should begin with the feed situation, shouldn't we? After all, if the cattle do not get enough to eat, we don't get enough beef.

OD: Your answers are improving, _____....the feed supply does control the beef supply. But even with the record-breaking feed crops for the last two years, we have used practically all of our surplus grain.

ANNCR: And what are the results of that?

OD: Well, in normal years, a good many would go into feed lots where they would be fed grain for several weeks. But they haven't been going into the feed lots at all this year.

ANNCR: They go right to the packing houses, then?

OD: Yes, and they're slaughtered as grass-fed cattle.

ANNCR: But after they're slaughtered, most of the upper grades of the meat goes to the armed services....

OD: That's right...so the folks at Home will have to use up the lower grades...but we'll still have more beef this year than we did last...

ANNCR: Good news....but I've never known just what this Utility beef is...

OD: Well, it has to do with separable fat, _____....15 percent separable fat in Utility beef....compared to 33 and 1/3 in the choice grade.

ANNCR: OK, but what about the lean? That's what interests me.

OD: Nearly 64 percent of the Utility grade sides of beef are separable lean....and that's over 10 percent more separable lean than in the Choice grade meat.

ANNCR: So you get more lean and less fat with the lower grades of beef.

OD: Yes, but there's another point to consider...a good part of the lower grades of meat comes from older animals...and there's no point in glossing over the fact that the meat from these older animals is not as tender as the meat from younger animals...

ANNCR: That's to be expected...but the flavor of the older beef is often a lot better than young meat.

OD: Very true....some people even say that the finest cuts of beef come from mature animals, three years old or so.

ANNCR: Well, at least we're not going to miss anything in the flavor line.

OD: No...and what I said back there about Utility beef not being as tender as the choice grades isn't so gloomy as it sounds... many homemakers are going to be surprised to find that much of this beef will come from relatively young, grass-fed animals... and it will be tender and juicy beef.

ANNCR: But that will depend on how it's cooked, won't it?

OD: Yes, the homemaker has to take some pains when it comes to cooking Utility beef...for instance, she can't put a Utility beefsteak in the broiler and take it out a few minutes later all tender and sizzling....but she can make a great many delicious meat dishes from Utility beef.

ANNCR: I've eaten plenty of good dinners of Utility beef...but it does take a little more trouble...a little more kitchen art-work.

OD: And more time to cooking time.....but there's nothing like a good pot roast -- or a Swiss steak...

ANNCR: Or a stew.....But _____ I thought you were going to count chickens, today ----

OD: So I was, _____. You know, back in Colonial times, chickens were not thought so well of as they are now...an inferior game fowl, they called them then...

ANNCR: Well, chickens are certainly in the major leagues now....

OD: I'll say they are...the value of their eggs and meat and other products is over a billion dollars a year...

ANNCR: Boy, I should increase that flock of mine...I have 6 chickens, you know.....

OD: You think it over, _____. You might like the business. You know, we owe a lot to the poultry-men. In the fact of general food shortages, poultry products have continued to be one of our largest and most dependable food resources.

ANNCR: They certainly eased the meat rationing problem.

OD: Right...as a matter of fact, in meat production, the weight of the poultry of this country is now equal to nearly half the supply of beef.

ANNCR: What about the eggs, _____? How many eggs should a good hen lay a year?

OD: The really superior hens that are now being raised produce about 200 eggs a year and up.

ANNCR: I'd better speak to my hens about that....

OD: You know, _____, research has shown that both egg production and the quality of poultry meat are inherited....

ANNCR: So the poultry men are paying special attention to breeding?

OD: They certainly are...they've even discovered benefits from crossing inbred chicks of different breeds...

ANNCR: I'll bet there will be amazing progress in the poultry business after the war, too.

OD: Well, right now, there's a new process scientists are working on....it's for pasteurization of shell eggs to improve their keeping quality in warm climates where there isn't any refrigeration.

ANNCR: Good....then we'll be able to take eggs on fishing trips and everyplace like that....

OD: Sure...and after the war, there's going to be a terrific need to rehabilitate the poultry flocks in the countries that were occupied by the enemy.

ANNCR: How do they plan to do that?

OD: By air, probably....they'd fly in high-quality hatching eggs and baby chicks....

ANNCR: What next?.....Well, the chicken has come a long way, hasn't it?

OD: Yes....a long way from its original home, too.

ANNCR: Where was that?

OD: The chicken originally came from the jungles of New Guinea and Java and Malaya.....right where we're fighting the Pacific war...

ANNCR: I will ask my chickens about that.....But in the meantime,

MUSIC: UP AND FADE our time is up, _____. So there you have it, folks... This week's report on warfood activities from the Office of Distribution, War Food Administration, will be back again soon (next week at this same time) to give you current news and information on....FOOD FIGHTS FOR FREEDOM...at home and abroad. This program on America's wartime food program is presented especially for _____farmers and consumers.